

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Majestic Marketing, LLC

Manufacturing Extension Partnership of Louisiana

Majestic Marketing Develops CRITTER COVER Product With MEPoL Assistance

Client Profile:

Majestic Marketing is a start-up company that was looking to manufacture exterior faucet covers, called "CRITTER COVERS." The company employs two people and is housed at the Metro Regional Business Incubator in Shreveport, Louisiana.

Situation:

Majestic Marketing's first project was to get AutoCAD drawings of their prototype for their "CRITTER COVER" product. Once the prototype was drawn, the company needed a tangible prototype created. After the prototype was created, Majestic Marketing needed a single cavity blow molding mold for the production of the squirrel shaped faucet insulating jacket. Rose Modica, president of Majestic Marketing and inventor of the "CRITTER COVERS," contacted the Manufacturing Extension Partnership of Louisiana (MEPoL), a NIST MEP network affiliate, for assistance.

Solution:

MEPoL's project director, Brian Pasquier, helped Majestic Marketing secure funding from the Louisiana Department of Economic Development's Small and Emerging Business Development (SEBD) division. This funding helped pay for 50 percent of the project costs. Once the SEBD assistance was secured, Brian turned to Ricky Womack at Southern Die Mold in Shreveport, Louisiana, to assist in drawing the prototype design. Southern Die Mold is an external consultant for MEPoL and also a client company. The prototype drawn by Ricky was of a faucet cover that looked like a squirrel sitting on a log. Once the drawing was done, Kevin Taylor, the director of MEPoL's Polymer Technical Center, created a prototype model of the faucet cover using MEPoL's Fused Deposition Modeling (FDM) technology. After the prototype was developed, Ricky Womack worked with Majestic Marketing to develop a mold designed to be compatible with current blow molding machine technology in regards to cycle time, cooling requirements, and scrap minimization. 3D solid model electronic drawings were also developed for subsequent tool manufacturing.

Results:

- * Produced cost savings of \$3,000 on prototype and mold design.
- * Sold 50 percent of product.
- * Featured on two local TV stations.
- * Generated sales through advertisement in local hardware store.

Testimonial:

"When we first began working with MEPoL, we did not have the financial resources to have a prototype made of our CRITTER COVER outdoor faucet protector. Brian Pasquier helped us to register with the state's Department of Economic Development's Small and Emerging Business

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Development program, which provided 50 percent of the cost for the prototype. Once the prototype was completed, Brian reapplied to the SEBD for 50 percent of the funds we needed to enable us to retain MEPoL's plastic center to design the blow mold and to have a Shreveport tool and die company manufacture the mold. Today, we have our product in eight retail outlets in Northwest Louisiana and two in Northeast Texas. This would not have been possible without the help of MEPoL and the SEBD program."

Rose Modica, President/Inventor